

Vinyl 2010 Executive Summary 2009

Reporting on the activities of the year 2008



The European PVC Industry's Sustainable Development Programme



executive summary

THE VINYL 2010 PROGRESS REPORT

Vinyl 2010 is the European PVC industry's 10-year Voluntary Commitment for sustainable development and product stewardship across the life cycle of PVC. The Voluntary Commitment was set up in 2000 to minimise the environmental impact of the PVC production, promote responsible use of additives, support collection and recycling schemes, and encourage social dialogue between all of the industry's stakeholders. This report is an annual summary of the achievements for the previous year. The information contained has been confirmed to be true by an independent verifier, working in conjunction with a recognised external auditor. A full glossary of abbreviations appears at the end this year's report to aid the reader.

VINYL 2010 PROGRESS IN 2008

2008 was a year of significant achievement for Vinyl 2010 in that the industry achieved its interim 2010 lead stabiliser reduction target a full two years ahead of schedule and again made strong progress against its post consumer recycling targets.

Significant work during the year was also given to the launch of a new funding mechanism called the Vinyl Foundation to be able to more efficiently collect contributions from the European converting industry to support Vinyl 2010's ever-increasing post-consumer recycling.

Efforts continued to ensure the safe use of additives and prepare the industry for compliance with the REACH Regulation.

And, as part of its drive to improve the dialogue with its stakeholders, in addition to its continued participation in relevant conferences and events, Vinyl 2010 has been developing innovative new channels for communication, such as its young persons Essay Competition and innovative new educational tools like the 'Vinylgame'.

Resin Manufacturing

During 2008, PVC resin producers from Central/Eastern Europe, who joined ECVM with the expansion of the EU, agreed to independent verification of their compliance with the ECVM Production Charters.

Plasticisers

In 2008, publication of the EU risk assessments for all of the major phthalates was finally completed: Di-isononyl phthalate (DINP), Diisodecyl phthalate (DIDP), Di-n-butyl phthalate (DBP), Butyl Benzyl phthalate (BBP) and di(2-ethylhexyl) phthalate (DEHP). The plasticiser industry is also working hard to ensure that its member companies can fulfil the requirements of REACH.

The study on human volunteers to define the levels of safe exposure for DEHP and DINP was completed in 2008 and the results are currently undergoing mathematical and statistical analysis.

Stabilisers

In 2008, ESPA members were able to report that lead stabiliser use in the EU-15 had reduced by over 50% since 2000 (-66,552 tonnes), some two years ahead of the 2010 interim target.

This reduction has been achieved through a switch to calcium-based stabilisers, which have shown a corresponding growth over the same time period (+50,879 tonnes).

Waste Management Projects

Over the last four years Recovinyl – the organisation set up by Vinyl 2010 to provide financial incentives to support the recycling of post-consumer PVC waste from non-regulated waste streams – has demonstrated its effectiveness in stimulating the recycling of PVC. The steady growth in volumes being registered through the Recovinyl system continued during 2008, reaching a total for the year of 191,393 tonnes.

Today, the Recovinyl system is operational in Austria, Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Ireland, Italy, the Netherlands, Poland, Portugal, Spain, and the UK with 107 active recyclers.

Vinyl 2010 also provides support to schemes focusing on single product streams, managed by specific application trade associations:

- EPPA (the European PVC Window and Related Building Products Association) has integrated most of its recycling activities into the Recovinyl system. The independent systems in Germany and Austria are now also reporting within the Recovinyl system.

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- All EPPA member companies have also started, and some have already completed, the substitution of lead based stabilisers in their products.
- TEPPFA (the European Plastic Pipes and Fittings Association) activities, with the exception of Finland and Sweden, are now also consolidated under the Recovinyl umbrella. TEPPFA is supporting its members in finding solutions for remaining technical issues related to the lead-based stabiliser substitution.
- ESWA (the European Single Ply Waterproofing Association) recycled 3,635 tonnes of coated fabrics reported as part of Recovinyl volumes and 954 tonnes of end-of-life roofing and waterproofing membranes via the well-established ROOFCOLLECT® scheme during 2008. From August 2008 ESWA's recycling of coated fabrics was fully integrated into the Recovinyl system.



Above: Unlimited creative potential
Left: High performance, whatever the conditions

- EPFLOOR (the European PVC Floor Manufacturers Association) achieved collection of 2,665 tonnes, with 2,524 tonnes being recycled, surpassing its target for 2008.
- EPCOAT (EuPC's PVC Coated Fabrics Sector Group) recycled 4,555 tonnes of post-consumer PVC coated fabrics (reported as part of Recovynil volumes) through its IVK collection and recycling scheme during 2008.

Recycling Technologies and Trial Plants

The Vinyloop® recycling plant in Ferrara continued to improve its performance during 2008. Trials are ongoing to exploit the potential of a unique new decanter technology, which will allow a significant improvement of the plant's performance and recyclate quality.

During 2008 the Halosep® process was sold to the Finnish company Stena, which is looking for partners to build a commercial-sized demonstration plant. This process would provide an outlet for neutralisation residues from energy recovery plants.

Vinyl 2010 completed its exploration of potential European locations for a feedstock recycling plant, based on the Sumitomo Metal gasification technology developed in Japan, with the conclusion that at the current time this is not a commercially attractive proposition for investors.

Other Projects

ERPA-CIFRA – In 2008 CIFRA recycled 1,465 tonnes of PVC post-consumer waste products within the framework of Vinyl 2010's activities. CIFRA also produced 2,100 tonnes of recycled PVC rigid films for use in modular structures (GEOlight™) for underground water storage. In total 4,352 tonnes of PVC rigid films were recycled in 2008 within the framework of Recovynil activities.

REACH – VITO (the Flemish Institute for Technological Research – www.vito.be) was selected by Vinyl 2010 to develop an impact

assessment of possible policy options for the recycling of PVC waste containing problematic legacy additives like cadmium, which is restricted under Annex XVII of REACH.

Vinyl Foundation – during 2008 the Vinyl Foundation, a not-for-profit, independently-managed trust created at the end of 2007 to improve the efficiency of the collection of funding from the European converting industry to support Vinyl 2010's post-consumer recycling, came into operation. The Vinyl Foundation is an ambitious initiative by the converting sector to engage the many thousands of companies across Europe into the industry's stewardship programme for PVC. In its first year, the new funding mechanism managed to collect €1,018,792.

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KEY ACHIEVEMENTS 2000-2008

- Post-consumer recycling reaches 191,393 tonnes through Recovynil and 3,557 tonnes from other sources, hence 194,950 tonnes in total (2008)
- Reduction in lead stabiliser use by 50% achieved two years ahead of schedule (2008)
- Publication of Environmental Declarations (EPD) for S-PVC and E-PVC (2007)
- Cadmium stabilisers phase-out completed in the EU-15 (2001), EU-25 (2006) and EU-27 (2007)
- Lead stabiliser phase-out by 2015 extended to the EU-25 (2006) and EU-27 (2007)
- Phthalate risk assessments completed (2005-2006) and published (2006-2008)
- Risk assessment on lead stabilisers published (2005)
- External verification of ECVN S-PVC and E-PVC production charters (2002 and 2005 respectively) and extension to the EU-27 (2008)
- Registration of Vinyl 2010 as a Partnership with the Secretariat of the UN Commission on Sustainable Development (2004)
- Bisphenol A phased out of PVC resin production in all ECVN member companies (2001)

MONITORING, ACCESS TO INFORMATION AND STAKEHOLDER RELATIONS

Guidance from the Monitoring Committee

The Monitoring Committee is the independent body set up to check the progress of the Vinyl 2010 programme. It contains representatives of the European Commission and Parliament, consumer groups and industry. It meets twice a year under the chairmanship of Professor Alfons Buekens of the Free University of Brussels (VUB).

Finance

Expenditure for waste management projects by Vinyl 2010 for 2008, including EuPC and its members amounted to €8.16 million, up from €7.68 million in 2007.

Independent Auditors

Vinyl 2010 is committed to transparency.

- The financial accounts of Vinyl 2010 were audited and approved by KPMG.
- KPMG also audited the statement of tonnages of products recycled.
- The content of the Progress Report was reviewed and verified by SGS as giving a true and honest representation of Vinyl 2010's performance and achievements.

Encouraging Dialogue with Stakeholders

Part of Vinyl 2010's role is to encourage a frank and open dialogue with stakeholders and contributions to the sustainable development debate. 2008 saw efforts to create new communications channels, focused on young people, coming to fruition.

During the year prizes were awarded in the first Essay Competition, addressed to European 18-30 year olds. This succeeded

in attracting strong interest on Sustainable Development themes. Building on this success, a second Essay Competition was launched in October 2008, this time open to young people worldwide, on the theme 'Faced with a food and energy crisis, how can society improve its well-being?'

About 1,000 people from 89 countries pre-registered to take part, and an independent Judging Panel of sustainable development experts has been engaged to evaluate the entries.

In another innovative 2008 initiative, Vinyl 2010 launched the 'Vinylgame', an internet based interactive computer simulation which challenges players to develop a virtual PVC industry in a sustainable way. The Vinylgame was awarded the Italian prize 'Premio Areté 2008' for responsible communication.



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Vinyl 2010

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